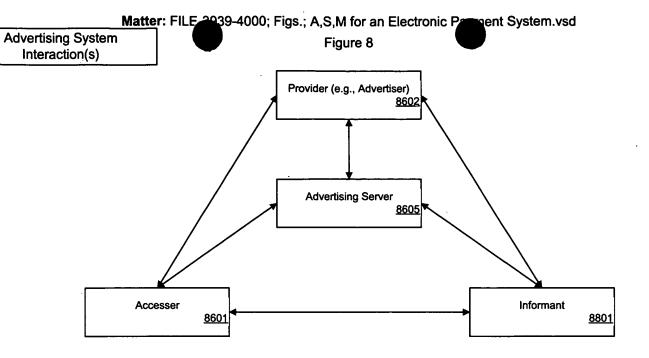


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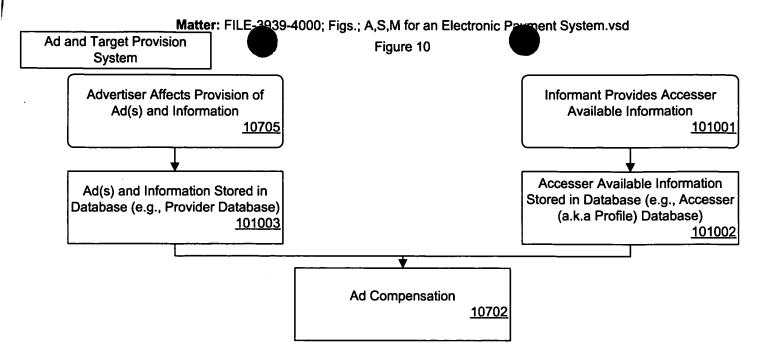


Advertising Targeting System (e.g., affects ad selection for Accesser)

Credit Transaction <u>9701</u> Advertiser(s) (i.e., those available in database) Provided Target (i.e., Target Based on Accesser Availability Information and Accesser Information) 9901 Ad(s) Provided Based on Target and or Provider (e.g., highest \$ ads, non-competing products, most relevant, other heuristics, or etc.) 9703 Advertiser(s) Charged 9709 9715 **Delivery Verification Payment**

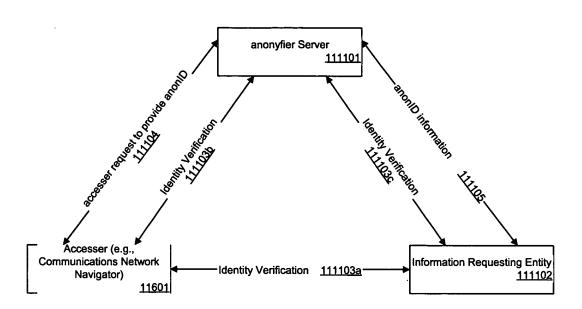
9704

Express Mail No.: EJ604719690US



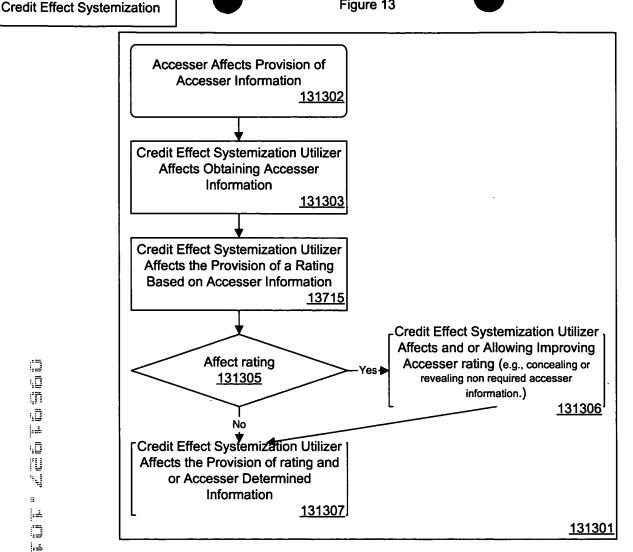
[]

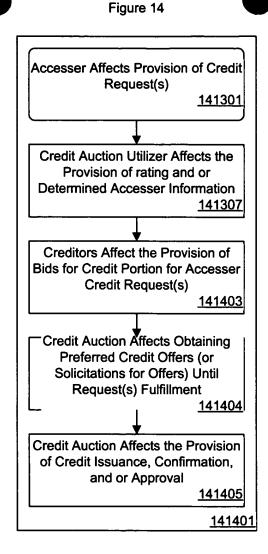




121203

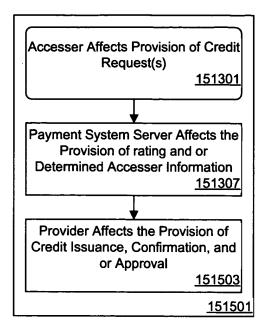
Information





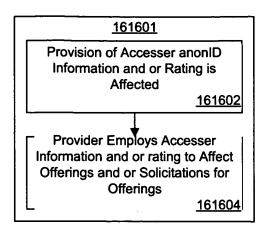
Express Mail No.: EJ604719690US

Credit Provision (Instant Provider Credit Card-e.g., Macy's)

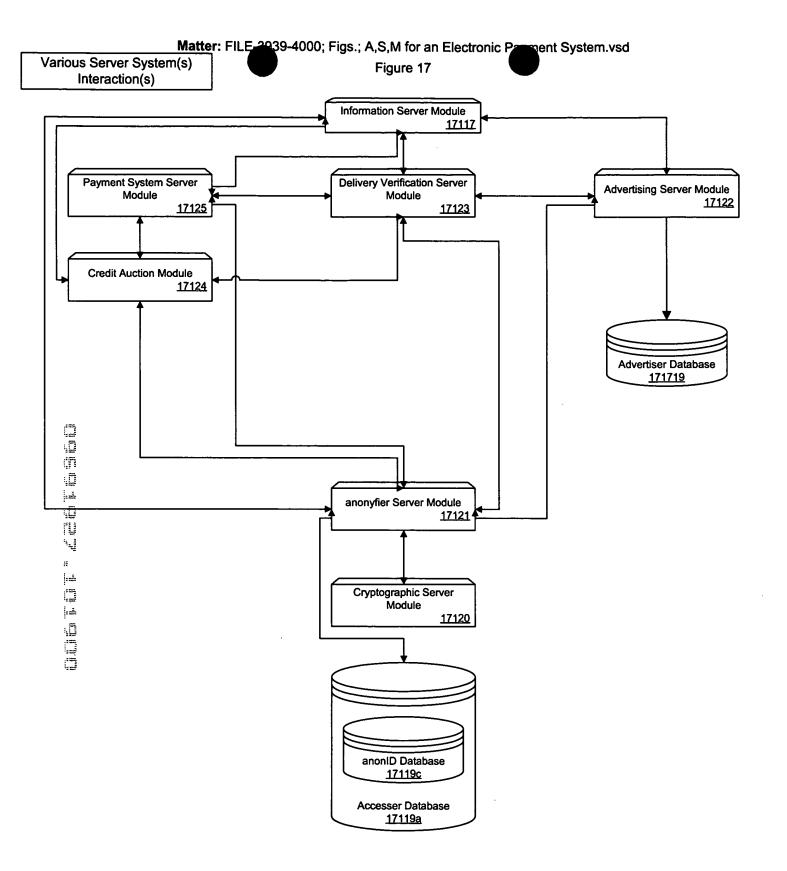


Matter: FILE 2039-4000; Figs.; A,S,M for an Electronic Personnel System.vsd

Instance Profile Provision & Profile Adaptive Behavior



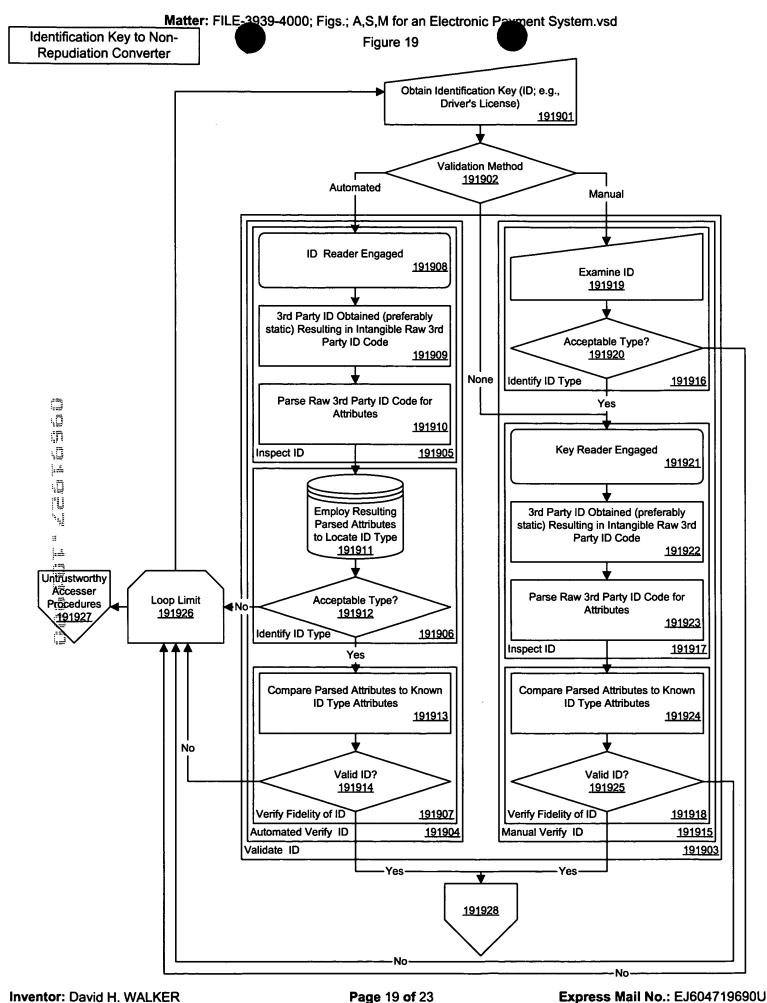
Inventor: David H. WALKER Page 16 of 23 Express Mail No.: EJ604719690US

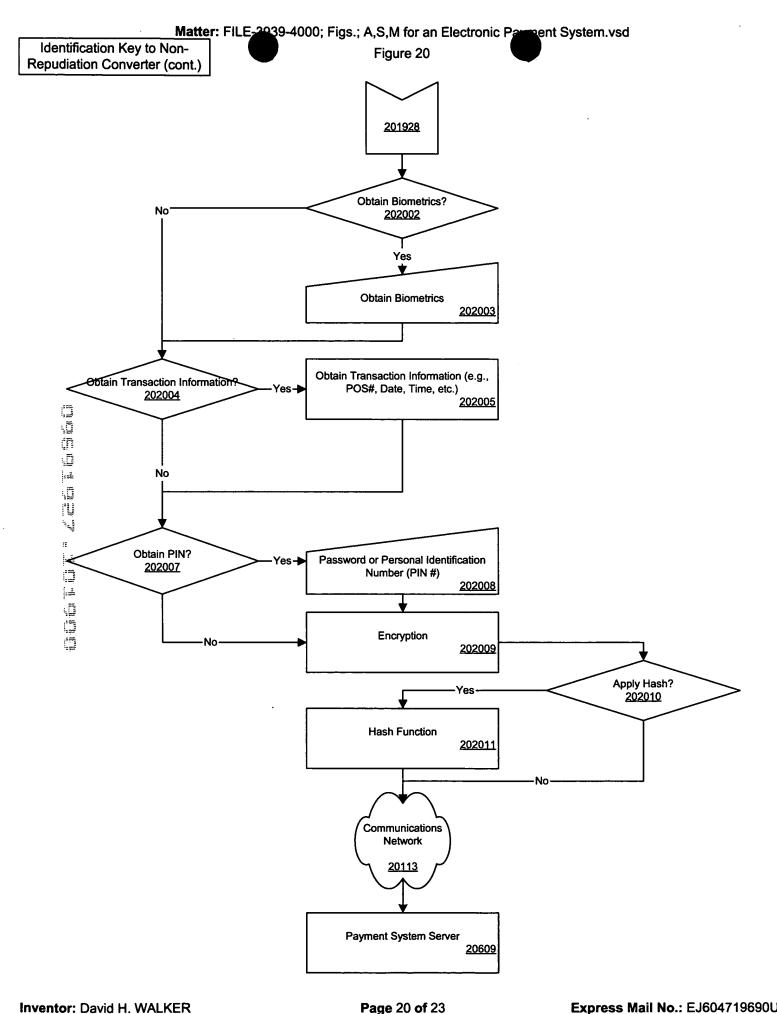


anonID Web Forms

Figure 18

	web browser			
	< Back Forward >			
	URL: http://a.anonyfierServer.com/Accesser/TransactionAccessSettings			
	anonID disclosure for jelly bean transaction			
	181801	<u>181802</u>	<u> 181803</u>	
	Keep	Current		
I	Information Anonymous	Rating	Suggestions to Improve Transaction Rating	
	Accesser Name: Jane Doe <u>18506</u>	5	Keep Anonymous	
	Accesser SSN: 123-45-6789 <u>181816</u>	1	Keep Anonymous	
	Accesser Address: 123 Maple Avenue <u>18507</u>	0	Required for Shipping	
	Accesser City: New York City <u>18508</u>	2	Required for Shipping	
	Accesser State: New York <u>18509</u>	0	Required for Shipping	
I	Accesser Zip Code: 10001 18510	0	Required for Shipping	
1	Accesser Country: United States of America 18511	0	Required for Shipping	
ı	181804 Accesser Credit Rating:	7	Required for Credit	
ı	181806 Accesser Credit Transactions:	5	Keep Anonymous	
	181807 Accesser Web Site Visit Locations:	0	Suggested for Tailoring	
	181808 Accesser Buying Habits:	0	Suggested for Tailoring	
	181809 Accesser Income:	-5	Improves Rating	
	181810 Accesser Liabilities:	5	Reduces Rating	
	181811 Accesser Assets:	-5	Improves Rating	
	181812 Accesser Net Worth:	5	Reduces Rating	
	181813 Accesser Medical History:	5	Keep Anonymous	
	18408			
	15756 <u> </u>			
	181814 Overall Rating for This Transaction:	30	Required for Credit	
	Submittenonia linensitudes			
	<u>রাজ্যভার</u>			
I	⊠ □(<u>18402</u>	





Inventor: David H. WALKER

